

SYSTEM AND METHOD FOR GENERATING AND REPORTING
COOKIE VALUES AT A CLIENT NODE

ABSTRACT OF THE DISCLOSURE

5 A method and apparatus for tracking and reporting traffic activity on a web site whereby cookie data is compiled at the visitor computer using cookie processing script embedded within the web page downloaded over the Internet and operable on the visitor computer. Data mining code within the downloaded web page is operable on the visitor computer to obtain web browsing data. The cookie processing script operates in

10 consideration of this web browsing data and an old cookie previously stored on the visitor computer and associated with the visited web page to obtain new cookie values. These new cookie values are then stored on the visitor computer and also attached to an image request sent to a data collection server where they are processed and posted for viewing by the web page owner. As cookie processing and writing occurs completely within the visitor

15 computer, cookie-blocking technologies are circumvented.